

Glasgow

In5nite
EXPRESSIONS

Brand Guidelines
Version 1.0

Sakthi AK

Introduction

Welcome to the Glasgow Brand Guidelines. This document is the working reference for how the identity is built, generated, and applied from the three-layer badge system and its colour logic, through typography, imagery, and merchandise, to the rules that keep all five districts reading as one coherent system. Every asset in this book is generated by the same engine; nothing here is drawn once and left static.

Mission

To give each of Glasgow's five districts an identity that is genuinely its own generated from real data, not decorated onto a city-wide template, so the mark stays true to the place, the time of day, and the people actually there.

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1.0 Overview



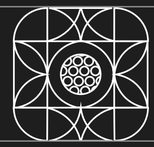
NS



WE



CC



EE



SS

1.1 Brand Overview

Glasgow Vessel System is a generative identity for the city of Glasgow, built at district level rather than city level. Five districts: City Centre, East End, Southside, West End, Northside each carry their own architecture, colour, and behaviour. One shared engine generates every mark; no two districts share a silhouette, a palette, or a state.

Positioning

Glasgow read district by district: identity that is generated, not decorated, and true to the place it represents.

Personality

Precise. Factual. Quietly confident. The system doesn't oversell itself, the geometry and the data carry the weight.

Promise

Every district gets an identity that is genuinely its own never a city-wide badge wearing a district's name.

Values

Legibility · Locality · Liveness · Rigour · Restraint

Glasgow is not one city. It is five.

A City Centre of commerce and spectacle.
A Southside of tenements and community.
An East End carrying the city's industrial memory.
A West End of academia and green space.
A Northside still writing its own story.

Most place-branding treats a city as a single silhouette.

The Glasgow Vessel System treats it as five: a set of rules that generates a living mark for each district, one that shifts with the time of day and responds to how busy that place is, right now.

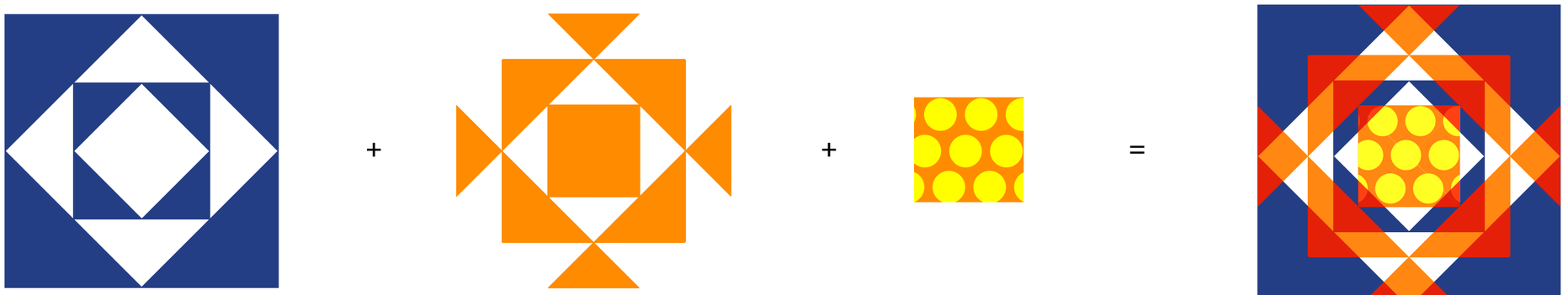
2.0 The System



2.1 The System

Every badge is built from three compositing layers, generated in code and locked by district.

Layer	Name	Behaviour
L1	Vessel	Fixed architectural silhouette
L2	Colour & Shade	Shifts with time of day
L3	Crowd Density	A constant dot-grid, clipped to L1, that fills in with live footfall



L1 + L2 + L3 = Final Form | CC - Midday - 20%

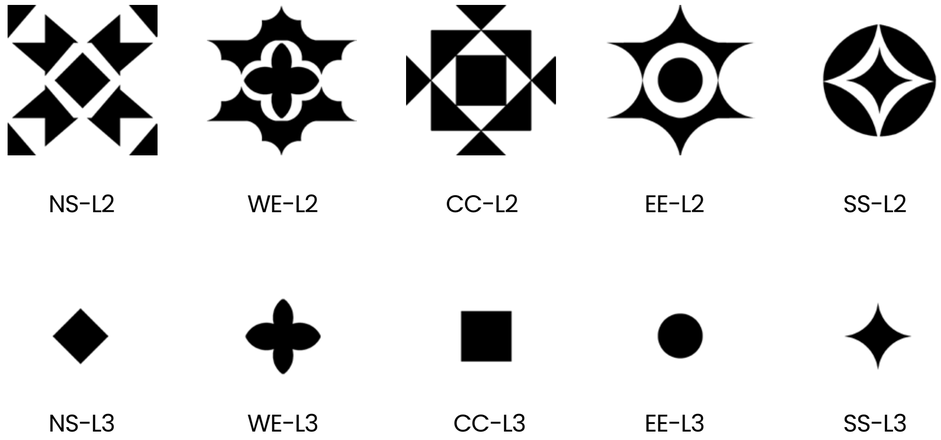
The result is a mark that is simultaneously fixed, temporal, and live.

The Vessel System's identity is generated, not fixed: built on Dr. Martin Lorenz's Flexible Visual Systems (FVS) methodology: rules defined once, every correct output produced on demand. "IN5NITE EXPRESSIONS" is this principle named directly five districts, infinite generated states. This engine runs live in the Sequential FVS Pipeline at *myfvs.netlify.app* (see 8.4)

How the pattern generator works?

1. The colour pattern: L2's geometry is converted into a black-and-white mask, then tinted in real time against the current Glasgow clock. No two moments of the day produce quite the same output, but every output is unmistakably that district.

2. The density pattern: a constant dot-grid, standing for people rather than place, is clipped to L1's silhouette. The dots themselves never change from district to district, they represent the people of Glasgow in general, not district-specific geometry. Live footfall data decides how many dots surface within that shape, so the same crowd language reads consistently across every district while the pattern itself becomes a live reading of that specific place.



City Centre

CC
#243e85



West End

WE
#f68c1e



East End

EE
#00c47d



Northside

NS
#7042fc

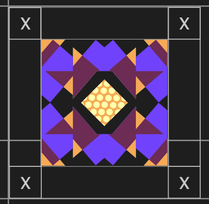


Southside

SS
#c12127



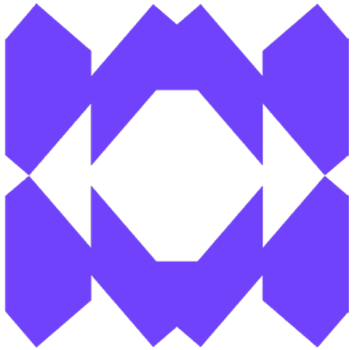
3.0 Logo



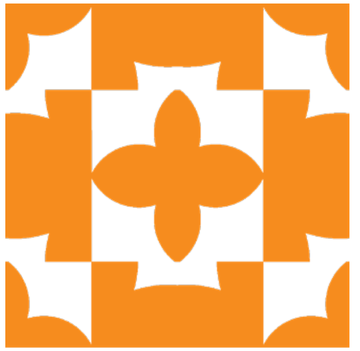
3.1 Layer 1 - Vessel

The constant. Architectural geometry unique to each district, mapped once and locked. Every other layer builds on top of it; it never changes colour in code.

Locked once approved, any redraw cascades through all five downstream states for that district and must be re-exported through the full pipeline.



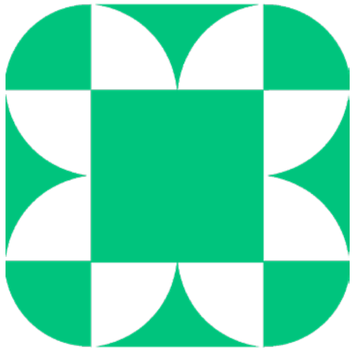
NS-L1



WE-L1



CC-L1



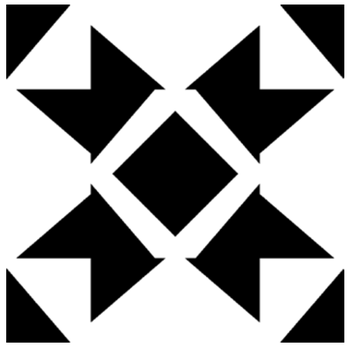
EE-L1



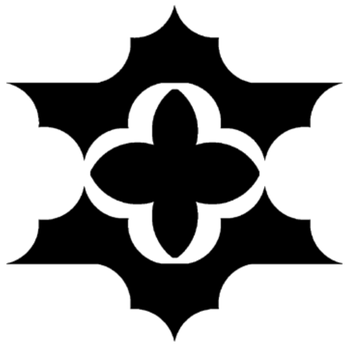
SS-L1

3.2 Layer 2 - Colour & Shade

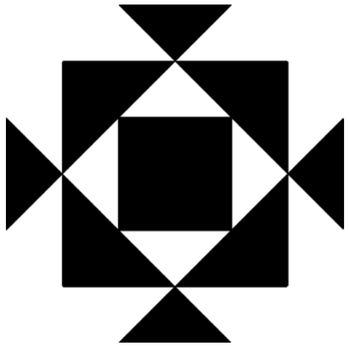
A black-and-white pattern mask, composited in hard light, interpolated per-channel in RGB across four time stops: never through HSL hue rotation, which would route the transition through an unrelated grey or off-hue midpoint.Colour is the district's fixed identity hue. Shade is the time-of-day modulation within that hue family. The two terms are never interchangeable.



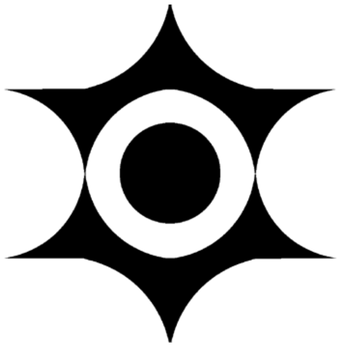
NS-L2



WE-L2



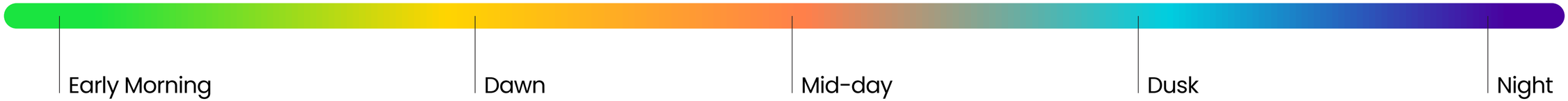
CC-L2



EE-L2



SS-L2



3.3 Layer 3 - Crowd Density

A dot-grid clipped to the L1 silhouette: each dot standing for people, not place. The dot pattern itself is constant across every district, because it represents the people of Glasgow in general rather than district-specific geometry; only the L3 shape it's clipped into changes from district to district. Live footfall data decides how many dots surface within that clipped area, so the pattern becomes a live reading of how busy that district is, right now.



NS-L3



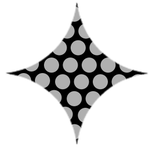
WE-L3



CC-L3



EE-L3

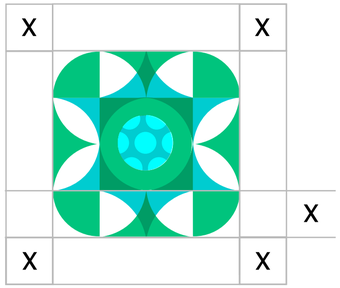


SS-L3

Built on the L1/L2/L3 stack (3.1–3.3); never redrawn by hand outside the generative engine.



One badge-module (X) maintained on every side, measured from the outer edge of the L1 silhouette

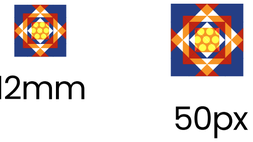




Print: 12mm height minimum.

Digital: 50px height minimum.

Never reproduced smaller in either context



The logo lockup is built from two elements only, the badge (composited L1+L2+L3 output, carrying that district's colour and pattern) and the wordmark ("Glasgow," set in Poppins, single line, positioned beneath or beside the badge).

Position stays consistent within a given application, the two are not mixed on the same asset.

"Glasgow" type size is fixed proportionally to the badge, not set independently: its cap-height is derived from the badge's own module, so the lockup scales as one locked unit.

Code and hex are documented alongside the badge in this spec for reference only, they are never rendered as part of the logo itself.



WE - #f68c1e



SS - #c12127

Primary

Full district colour badge with black or white wordmark, on a white or black ground.

The default state used whenever full-colour reproduction is available.





Wireframe

Outline only, no fill.

Two variants:
district-colour stroke, when colour is available and identity needs to read (merch); or black/white stroke, when colour isn't available or the lockup sits over photography.

Used for merchandise and reduction contexts.







Do not recolour outside the district's locked palette



Do not outline, stroke, or apply drop shadow



Do not stretch or distort proportions



Do not rotate



Do not break "Glasgow" across two lines



Do not break substitute the district name in its place



Do not use other district’s colour to different



Do not miss any layers.

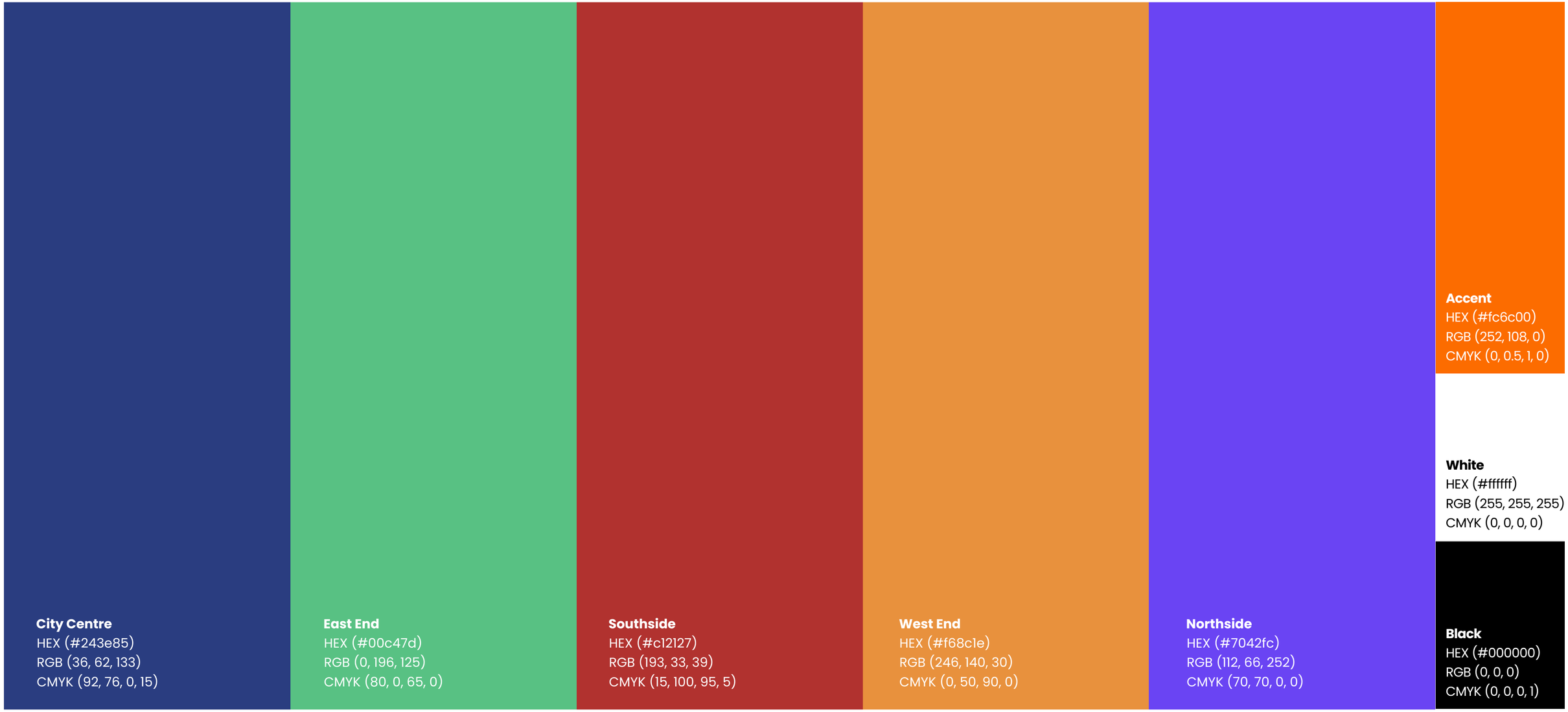
4.0 Colour



4.1 Colour Palette

District colours are locked to their district. They are never swapped, tinted for another district's use, or applied decoratively outside their own badge.

The system accent is reserved for editorial and digital touchpoints, it is not a sixth district colour.



5.0 Typography

MACK DISPLAY

5.1 Primary Typeface

Poppins typeface is clean, modern, and highly legible letterforms reflect the brand's personality

Type Family

Poppins

Type Glyphs

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789
!@#$^&*()_+=;'<>,./?

5.2 Primary Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Header:

Keep it Short and Catchy

Sub-Header:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Body Text:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Annotations:

Visit the website to learn more

Button:

Learn more

5.3 Secondary Typeface

Glasgow wordmark only Mackintosh-inspired, decorative. Restricted used only appears as a standalone editorial/campaign mark, never in the district lockup itself.

Type Family

MACK DISPLAY

Type Glyphs

ABCDEFGHIJKLNOPQRST
UVWXYZ

6.0

Imagery & Voice



6.1 Photography & Imagery

One model, one district colourway, flat neutral studio ground, full-length and front-facing. Five shoots that read as one system rather than five separate ideas.





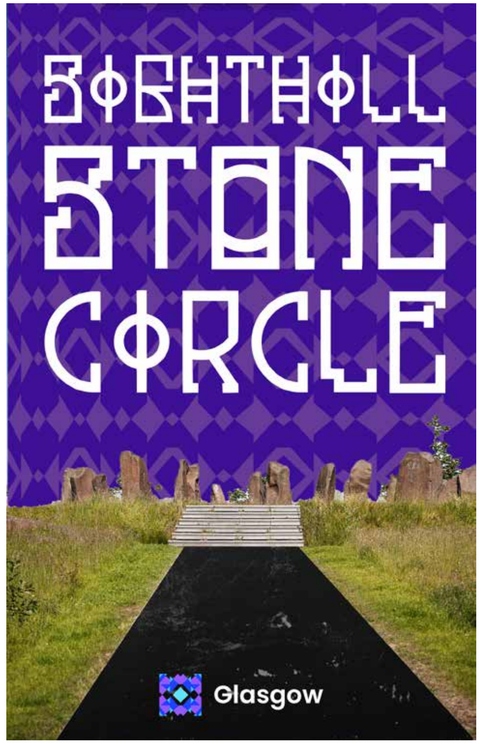


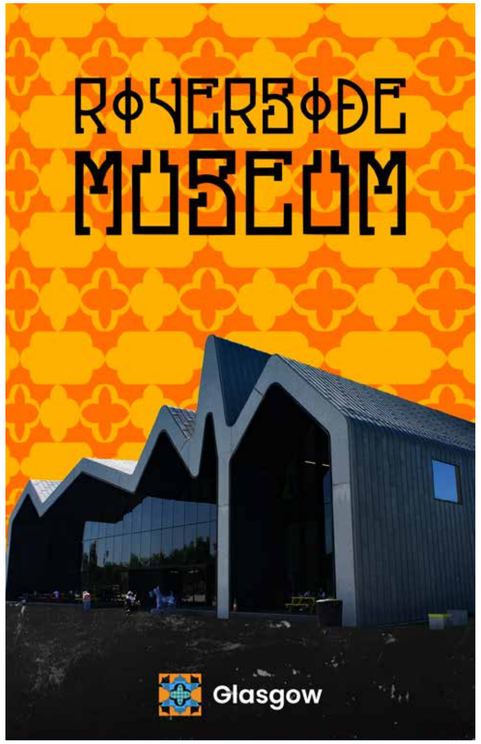
Do
- Stay within the five locked district colourways
- Keep backgrounds flat and neutral so the garment pattern stays legible

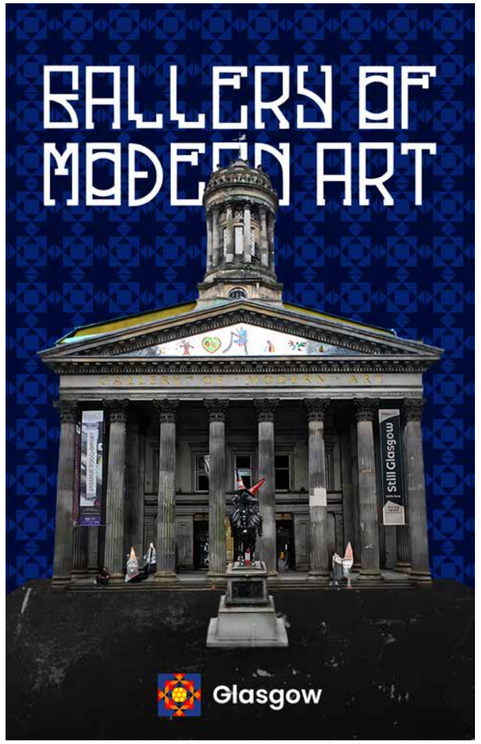
Don't
- Use photography outside the five locked colourways
- Use busy or branded backgrounds that compete with the garment pattern
- Mix district colourways within a single shot

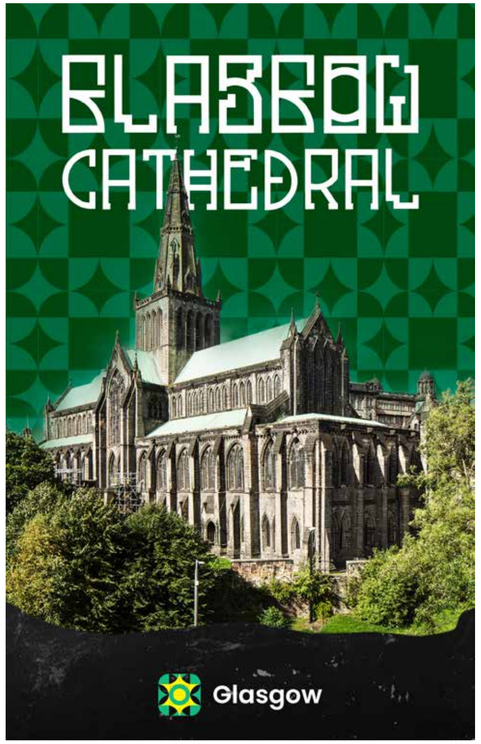
6.2 Posters

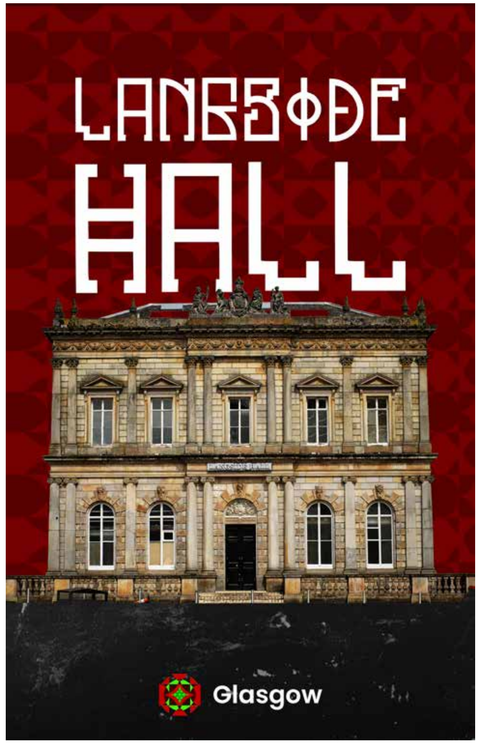
Each poster carries a single district's badge and colourway at full scale, built from the same L1/L2/L3 vessel system used across the identity. Headline set in Mack Display, supporting information in Poppins. One poster per district; five posters read as one system.











Do

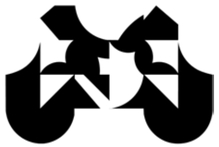
-Use Mack Display for the headline only; all other poster copy in Poppins
-Keep the district badge as the dominant visual anchor, positioned per the grid
-Stay within the single locked colourway for that district: full colour ground is permitted here
-Maintain minimum clear space around the badge as specified in 3.0

Don't

-Mix two district colourways on a single poster
-Substitute Mack Display elsewhere in the system: it is reserved for poster headlines only
-Crop or rescale the badge outside the locked proportions
-Add supporting graphics that compete with the badge as focal point

6.3 Iconography

Fill-style solid glyphs across ten city-relevant categories: Transport, Buildings, Infrastructure, Nature, Services, Commerce, Utilities, Wayfinding, Civic, Recreation. These feed the crowd-density fragmentation and the pattern generator directly; they are not a separate decorative icon set.

 Child	 Man	 Woman	 Senior	 Pregnant	 Disabled	 Train	 Car
 Ship	 Plane	 Taxi	 Bus	 Bike	 Building	 House	 Landmark
 Compass	 Cafe	 Emergency	 Fuel	 Police	 Market	 Map	

On brand
L2 reads the current time in Glasgow and shifts the badge's tint accordingly.

Off brand
Watch your district come alive in stunning real-time colour!

"**Colour**" and "**shade**" are never interchangeable

Say **district**, not neighbourhood or area

Say **generated**, not designed, when referring to a specific badge output

7.0

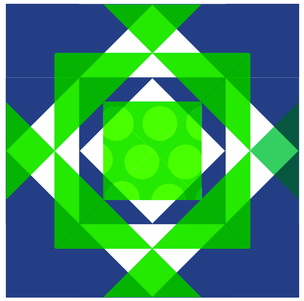
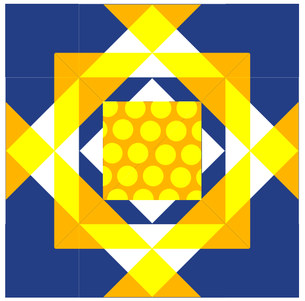
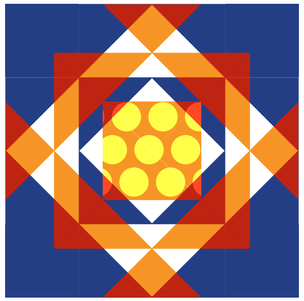
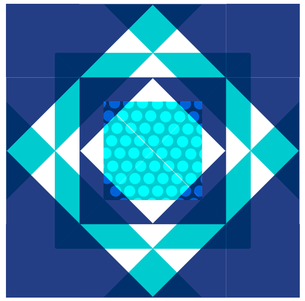
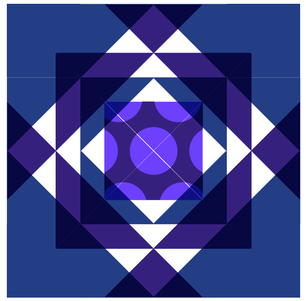
The Districts



7.1 City Centre

CC
#243e85

Commerce and spectacle at the civic core. Architectural DNA drawn from the Centre's dense grid and landmark verticals.





7.2 East End

EE
#00c47d

Industrial memory and working-city heritage. Architectural DNA drawn from the East End's warehouse and dock-adjacent forms.



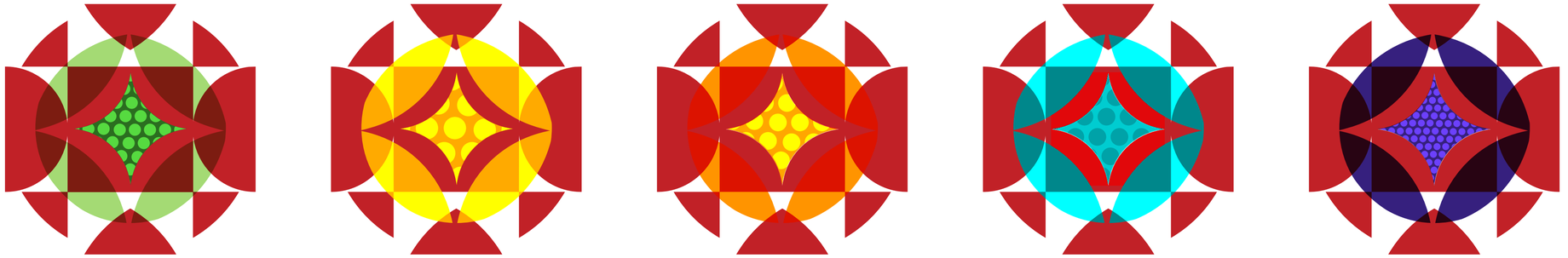




7.3 Southside

SS
#c12127

Tenements and community, close residential grain. Architectural DNA drawn from the Southside's terraced streets and block structure.





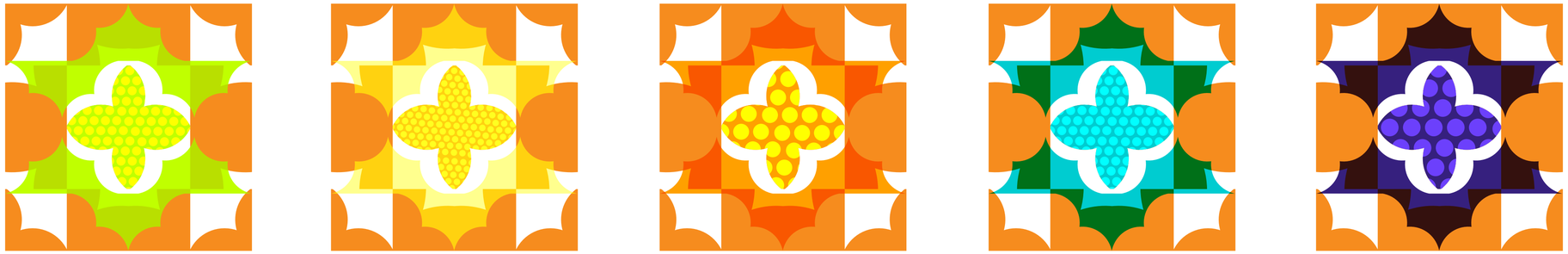




7.4 West End

WE
#f68c1e

Academia, parks, terraces. Architectural DNA drawn from the university quarter and its green-edge geometry.





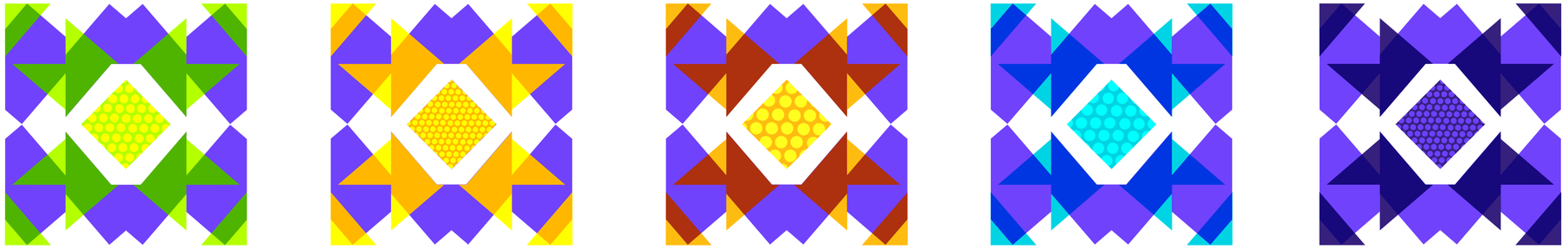




7.5 Northside

NE
#7042fc

The city's newest narrative, still being written. Architectural DNA drawn from Northside's emerging, mixed-use fabric.

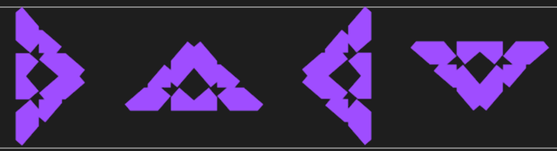








8.0 Applications



8.1 Signage

Directional and identification signage carrying the district's locked colour , so physical wayfinding stays synchronised with the live digital identity.



NS



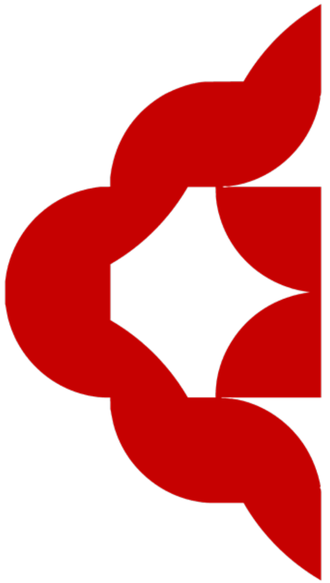
WE



CC



EE



SS

8.2 Merchandise - Totes

A single-colour white wireframe mark on the district's background colour with a pattern of the L2 in it. Produced through template and compositing tools, never generative re-drawing, to keep the artwork exact.



8.3 Merchandise - Caps

A single-colour white wireframe mark on the district's flat background colour. Produced through template and compositing tools, never generative re-drawing, to keep the artwork exact.



8.4 Campaigns & Lifestyle

Tee, tote, and cap in wear, one model per district colourway, run together as a single strip across campaign and applications material.



In5nite

EXPRESSIONS

Glasgow

Brand Guidelines
Version 1.0

All district silhouettes, colour values, and system logic © Sakthi AK